

Discriminate

"Clothes don't make the man, but they make all of him but his hands and face, and that's a pretty considerable area of the human animal."

Letters of A Self-Made Merchant

Men who wear

"Progress" Brand Clothing

always look well; others pay a tailor twice as much and never look well. High prices don't always mean high quality. DISCRIMINATE. Buy clothes that set the standard of fine tailoring—that are guaranteed by maker and retailer. In other words buy "Progress" Brand Clothing.



Sold by Leading Clothiers throughout Canada.

Bloomfield Items.

(Special Correspondence to The Herald)

Sept. 30.—Miss B. Jean Norrad left on Monday evening for the Highland View Hospital, Amherst, N. S. to train as a nurse, her sister Margaret accompanying her as far as Newcastle.

Miss Ella A. Norrad is spending a few weeks with friends in St. John.

Mrs. R. Hepburn and daughter May who have been visiting here, returned to their home last week.

Quite a party of our young people left for Providence R. I. and Boston, viz. Lena Cameron, Etta Calhoun, Alice and Nettie McDonald.

Messrs. Wm. and Blair Cameron intend to be absent until spring.

The young folk of this place gave Miss Norrad a surprise party on Friday evening. Music and games were indulged in until a late hour.

Miss Hazel Norrad celebrated the third anniversary of her birthday at her home on Saturday last. Misses Louise and Grace Lons, Eva and Chrystal Norrad, Sadie and Averil Brown, Robert and Evelyn Fairly, and Annie Cameron were present. Miss Norrad was the recipient of some fine presents.

Mr. and Mrs. J. S. Fairley drove to Derby yesterday to spend a few days with friends there.

Miss Sadie A. Cameron spent last week with the Misses Fairley.

Our academy is progressing favorably under the efficient management of Miss Marguerite Norrad.

Mr. Clair Fairley has returned home to spend a few weeks with his friends.

WHAT COSTS MOST



WHOLE lot of people fancy the cigar business is a snap!

They figure out that all you need is some cases of tobacco, a few cigar makers, and the name of some stage

favorite or prominent man.

The quality of the filler does not interest them at all—the binder is beneath their notice—but the wrapper and the name is all important.

They can sell this kind of cigar at \$55.00 a thousand, give a gold watch into the bargain, and then make a good size profit.

The principal cost of Pharaohs is in tobacco—I buy the best filler in the world—a Cuban leaf—one I select myself from the best of the Manicuragua district, in the Province of Santa Clara—a Connecticut broad leaf as binder, the most expensive in the world—and I import a clear leaf Sumatra from Holland as wrapper.

I secure by this means a superb cigar, a fragrant, even smoker—very palatable—very superior to the ordinary run of cigars.

J. Bruce Paypel, Limited
GRANBY, P.Q.

None genuine unless branded PHA-R-O



Will be paid by the World's Dispensary Medical Association, Buffalo, N. Y., if they cannot show the original signature of the individual volunteering the testimonial below, and also of the writers of every testimonial among the thousands which they are constantly publishing, thus proving their genuineness.

"For about two years I suffered from a very obstinate case of dyspepsia," writes R. E. Secord, Esq., of 13 Eastern Ave., Toronto, Ontario. "I tried a great number of remedies without success. I finally lost faith in them all. I was so far gone that I could not for a long time bear any solid food in my stomach; felt melancholy and depressed. Some four months ago a friend recommended your 'Golden Medical Discovery.' After a week's treatment I had derived so much benefit that I continued the medicine. I have taken three bottles and am convinced it has in my case accomplished a permanent cure. I can conscientiously recommend it to the thousands of dyspeptics throughout the land."

A man can succeed and be strong if he heeds Nature's warnings. When there is indigestion, loss of appetite, ringing in the ears, dizziness, spots before the eyes or palpitation of the heart; any or all of these symptoms point to weakness and loss of nutrition. Dr. Pierce's Golden Medical Discovery is the medicine to turn to.

"Golden Medical Discovery" contains no alcohol and is entirely free from opium, cocaine and all other narcotics. It is strictly a temperance medicine.

Accept no substitute for "Golden Medical Discovery." There is nothing "just as good" for diseases of the stomach.

The "Common Sense Medical Adviser," 1008 pages, in paper covers, is sent free on receipt of 31 one-cent stamps, to pay expense of customs and mailing only. Address Dr. R. V. Pierce, Buffalo, N. Y.

Afternoon Tea.

"High tea" is said to be of American origin. The earliest mention of it, according to Dr. Murray, goes no further back than 1856. In fact, tea as an afternoon meal is not much older. It is thought to have originated in 1837 in the house of Mme. de Circourt, a Russian lady, whose salon in Paris was at that time much frequented by the most intellectual society of the day. The fashionable dinner hours were then getting late, and she introduced a 4 o'clock light meal, at which tea was served. Fanny Kemble in "Records of a Girlhood" attributes the introduction of the afternoon meal into this country to the then Duchess of Bedford. Fanny Kemble paid a visit to Belvoir castle in March, 1842, and she relates how a mysterious invitation was received to the duchess' private rooms, where she found a small group of friends partaking of tea in a private and rather shamefaced way, and dates the 5 o'clock meal from this time. But it was several years later that the practice became general.—London Chronicle.

We are happy to report that Mr. Daniel McLeod is convalescing from a severe attack of stomach trouble.

Mr. Joseph Norrad has finished digging potatoes and reports a fair crop.

A Saintly Settlement.

"And it's a law abiding settlement, is it?"

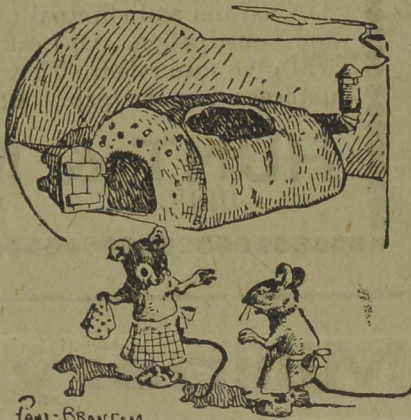
"You bet! Ain't been a lynchin' roun' here since a hurricane blowed the trees down an' rope 'em in price!"—Atlanta Constitution.

A Compliment.

He—You are a poem.
She—Sir! Do you mean that I am inspired?

He—Oh, I don't mean a magazine poem!—Detroit Free Press.

A Tale of Woe.



Mrs. Mouse—Oh, dear! What shall I do? Some tramps ate our roof last night, and Mrs. Jones doesn't bake again until tomorrow!—New York Evening Journal.

The New Anthem.

It was a new anthem, composed by the village organist, and this was its effect: The soprano started off with the very laudable though rather startling announcement, "I will wash." Straightway the alto, not to be outdone, declared she would wash. And the tenor, finding it to be the thing, warbled forth he would wash. Then the deep chested basso, as though calling up all his fortitude for the plunge, bellowed forth the stern resolve that he also would wash. Next a short interlude on the organ, strongly suggestive of the escaping of steam or splash of the waves, after which the choir, individually and collectively, asserted the firm, unshaken resolve that they would wash. At last they solved the problem by stating that they proposed to "wash their hands in innocence."

Rat Canning.

The rat has often demonstrated his intelligence. Perhaps the best known instance is that of the rats which, robbing a poultry yard, could conceive of no better way of carrying off the eggs than by getting one of their number to lie on his back and clasp the eggs on his stomach. Then several rats pulled their recumbent brother's tail, while others pushed his shoulders. Thus egg after egg was safely hidden in their burrow.

A rat has been known to cross a swollen torrent in Scotland seated on a swan's back. Other rats have made friends with dogs and fed from the same platter. When the dogs were absent they would never feed, knowing that the presence of their canine friends meant safety.

Although when driven desperate with hunger they will devour one another, in times of plenty their affection is almost human.

A Sussex clergyman has told how he saw a number of rats migrating from one district to another, and in the middle of the company was an old blind rat with a twig in his mouth, by which he was being safely led by a younger rodent.

Instances of rats leading blind comrades by the ears to feeding places and placing food close to their muzzles have been observed more than once. This is more than many human beings will do for their weaker brethren.—London Express.



Dainty lingere must have the proper stiffness and spotless whiteness to satisfy dainty women. Celluloid Starch will give the stiffness without taking from the whiteness. Every woman who takes pride in her dainty white goods should ask her grocer for

Celluloid Starch
Never Sticks. Requires no Cooking.
The Brantford Starch Works, Limited, Brantford, Canada.

Signets

Not every kind of ring seems in keeping on a man's hand. Our Signet Rings however are at once handsome and characteristically masculine.

Our reputation of fifty years assures satisfaction in dealing here. Mail-order catalogue will be sent on request.

A special Gold Signet Ring set with Bloodstone is No 17705 at \$7.00.

RYRIE BROS.

"DIAMOND HALL"

118 to 124
Yonge Street
TORONTO

BERWICK

NOVA SCOTIA

is one of the many places in the Maritime Provinces where

Royal Household Flour

has captured the approval of the people.

The dealers of Berwick are delighted with the reports received from their customers and say that never before have they heard more general approval of a flour. This is what some of the Berwick people think of it.

Mrs. F. Andrews says:

"Royal Household" is just about as good as any flour could be; it requires less kneading than other Manitoba flour, and is therefore easier to work.

Mrs. John E. Woodworth says:

"I recently tried 'Royal Household' flour for pastry with most excellent results. As a bread maker I find it requires much less kneading than other Manitoba flour."

Mrs. S. Creighton says:

We have had three barrels of "Royal Household" flour and have found that it makes excellent bread. It is the easiest flour to work with and in my opinion the best Manitoba flour we have used.

Mrs. William Hibbert says:

"I can unhesitatingly recommend 'Royal Household' flour as a bread maker and for other baking purposes."

The Man Behind the Gun

Big Game Season Opens Sept. 15th.

TO GET READY

Winchester Rifles and Ammunition

Always in stock. A full line of loaded Shot Shells, both Smokeless and Black Powder. Complete Sportmen's Outfits at lowest prices.

JAMES S. NEILL,

Hardware Merchant, Fredericton, N. B.

Headquarters

FOR

Pianos, Organs and Sewing Machines

The best in the market at the LOWEST PRICES.

Headquarters for Stationery, School Books, Wall Paper, etc.

McMURRAY & CO.

Great Value

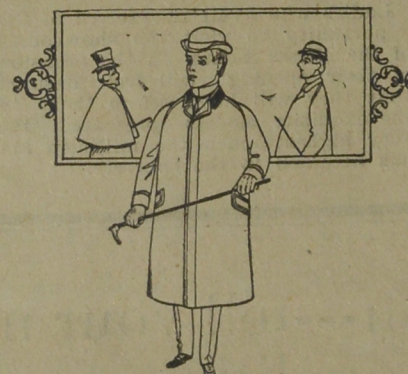
Is to be seen in every garment we make but it is especially noticeable in our

Fall and Winter Overcoats

MADE TO ORDER.

Why not call and have a talk about the matter. We can give you some interesting points. You may want a Suit to order. If such is the case we are ready with a splendid line of Fall and Winter Materials.

Would also like to quote you prices for a stylish Fur-lined Coat.



JAS. R. HOWIE, 150 Queen St.